

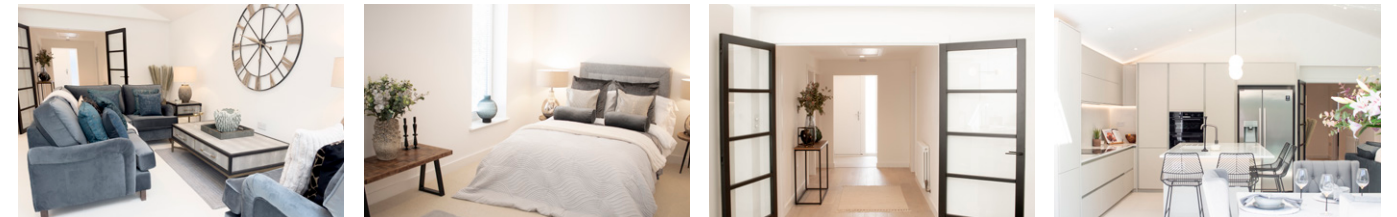


SWEALTHY STAGE PROPERTIES TO SELL FASTER & FOR MORE.

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Expense / investment?



Staging your property is going to cost you – there's no getting away from that fact. But you need to decide whether that cost is an expense or an investment. And how you come to that conclusion will likely be down to a number of different factors. Let's discuss all the reasons why we think staging your property could be an investment worth making, or an expense you should avoid.

Adding that wow factor

So, you've decided to put your property on the market and you've done everything the experts suggest to increase your chances of a sale. Your walls are all freshly painted in neutral colours and you've completely cleaned the building top to bottom, de-cluttering at every possible point.

This is a great start, and will certainly work to show potential buyers the nice blank canvas they have to work with. But what this doesn't do, is show them what the property could be. Staging brings the wow factor, displaying things in the most attractive way so that people can imagine what their own life could be like if they purchased the property. And once they've pictured themselves in a property, the deal is pretty much already done!

A report by Coastal Home Styling showed that 83% of estate agents think that staging is an important tool in helping buyers think of a property as their future home. Can you afford not to stage your property?

Adding value to your property

A report by the National Association of Realtors (NAR) showed that staging a property can increase the final sales price by 5-10%. So, as long as you don't spend more than that on your staging costs, it could really be an important investment. You could end up making more money than you had originally hoped!

This is because a perfectly presented home offers more value to potential buyers, so they are less likely to try and haggle on price.

Most people are advised to spend around 1% of their asking price on staging. If the value then increases by 5%, you're earning a good chunk more! If you have a more limited budget, then make sure you at least stage the living room. According to the NAR report, this room is likely to make the most difference to your sale. After that, focus on the kitchen, the master bedroom and then the dining room. Prioritise your budget in that order and you'll reap the staging benefits.

The things you can't put a price on

Staging your property offers other benefits that you won't be able to measure on a calculator. These include:

- Less stress: The quicker your property sells, the less stress you have arranging viewings and showing people around. And since properties that are staged tend to receive an offer within 23 days, as opposed to 184 days for non-staged properties (according to The Real Estate Staging Association), that's an awful lot less stress to deal with!
- Improved reputation for estate agents: If you are an estate agent trying to make a name for yourself or maintain the professional image you already have, home staging will help with that. If the homes you sell always look their best, people will want to work with you over your competitors, keeping you in a steady flow of work.
- Better connection: Staged homes help potential buyers form a psychological connection with the property, so that even once the offer is put in and the sale has gone through, they are likely to love their home for longer. There's something very heart-warming about getting the right person into the right home, and staging can help make that happen.

So, once the initial cost is paid, it seems there are no downsides to home staging. We can only see an investment opportunity here.



Melissa

SWEALTHY STAGING | CEO

If you want to speak to a professional staging company with proven results, get in touch with us at Swealthy Staging and we can talk you through your options in more detail. Or visit our brand new staging platform:

swealthystaging.com